

## ORDER



WZZM 13

**Orders**  
**Order / Rev:** 684123  
**Alt Order #:** 06145695  
**Product Desc:** MICHIGAN GOP 2012  
**Estimate:**  
**Flight Dates:** 10/24/12 - 10/30/12  
**Original Date / Rev:** 05/16/12 / 05/16/12  
**Order Type:** Political

**Primary AE:** Kristen Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3299 K ST., NW Suite 200  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** MI GOP  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	54	\$20,900.00	\$17,765.00
10/29/12	10/30/12	30	\$13,280.00	\$11,288.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	54	\$20,900.00	\$17,765.00	0.00
November 2012	30	\$13,280.00	\$11,288.00	0.00
<b>Totals</b>	<b>84</b>	<b>\$34,180.00</b>	<b>\$29,053.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WZZM 13	21%	\$34,180.00
Market	100%	\$162,761.90

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WOOD	36%	\$58,594.29
WOTV	3%	\$4,882.86
WWMT	29%	\$47,200.95
WXMI	11%	\$17,903.81
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	10/24/12	10/28/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	--WTF-S	:30	4	\$625.00	P-1	0.00	NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF-S			4		\$625.00		0.00				
2	WZZM	10/29/12	10/30/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	MT-----	:30	2	\$625.00	P-1	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----			2		\$625.00		0.00				
3	WZZM	10/24/12	10/26/12		CM	530-6a	--WTF--	:30	3	\$185.00	P-2	0.00	NM	3	\$555.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 530-6a M-F Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$185.00		0.00			
4	WZZM	10/29/12	10/30/12	M-F 530-6a M-F Morning News	CM	530-6a	MT-----	:30	2	\$185.00	P-2	0.00	NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$185.00		0.00			
5	WZZM	10/24/12	10/26/12	M-F 6-7a M-F Morning News	CM	6-7a	--WTF--	:30	3	\$355.00	P-2	0.00	NM	3	\$1,065.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$355.00		0.00			
6	WZZM	10/29/12	10/30/12	M-F 6-7a M-F Morning News	CM	6-7a	MT-----	:30	2	\$355.00	P-2	0.00	NM	2	\$710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$355.00		0.00			
7	WZZM	10/24/12	10/26/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	--WTF--	:30	3	\$355.00	P-2	0.00	NM	3	\$1,065.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$355.00		0.00			
8	WZZM	10/29/12	10/30/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	MT-----	:30	2	\$355.00	P-2	0.00	NM	2	\$710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$355.00		0.00			
9	WZZM	10/24/12	10/26/12	M-F 10-1030am Millionaire	CM	10-1030am	--W-F--	:30	2	\$75.00	P-2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					2	\$75.00		0.00			
10	WZZM	10/29/12	10/29/12	M-F 10-1030am Millionaire	CM	10-1030am	M-----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$75.00		0.00			
11	WZZM	10/25/12	10/25/12	M-F 1030-11am Millionaire	CM	1030-11a	---T---	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$75.00		0.00			
12	WZZM	10/30/12	10/30/12	M-F 1030-11am Millionaire	CM	1030-11a	-T-----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$75.00		0.00			
13	WZZM	10/24/12	10/26/12	The View The View	CM	11a-12n	--WTF--	:30	3	\$190.00	P-2	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$190.00		0.00			
14	WZZM	10/29/12	10/30/12	The View The View	CM	11a-12n	MT-----	:30	2	\$190.00	P-2	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$190.00		0.00			
15	WZZM	10/24/12	10/26/12	M-F 12-1230p Noon News	CM	12-1230pm	--WTF--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$225.00		0.00			
16	WZZM	10/29/12	10/30/12	M-F 12-1230p Noon News	CM	12-1230pm	MT-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$225.00		0.00			
17	WZZM	10/24/12	10/26/12	The Chew The Chew	CM	1-2p	--W-F--	:30	2	\$140.00	P-2	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WZZM	10/24/12	10/26/12	The Chew The Chew	CM	1-2p	--W-F--	:30	2	\$140.00	P-2	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W-F--		2				\$140.00		0.00			
18	WZZM	10/29/12	10/29/12	The Chew The Chew	CM	1-2p	M-----	:30	1	\$140.00	P-2	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$140.00		0.00			
19	WZZM	10/24/12	10/26/12	M-F 3-4p Katie	CM	3-4p	--WTF--	:30	3	\$180.00	P-2	0.00	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3				\$180.00		0.00			
20	WZZM	10/29/12	10/30/12	M-F 3-4p Katie	CM	3-4p	MT-----	:30	2	\$180.00	P-2	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$180.00		0.00			
21	WZZM	10/24/12	10/26/12	M-F 4-430pm Judge Judy	CM	4-430p	--WTF--	:30	3	\$175.00	P-1	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3				\$175.00		0.00			
22	WZZM	10/29/12	10/30/12	M-F 4-430pm Judge Judy	CM	4-430p	MT-----	:30	2	\$175.00	P-1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$175.00		0.00			
23	WZZM	10/24/12	10/26/12	M-F 430-5pm Judge Judy	CM	430-5p	--W-F--	:30	2	\$175.00	P-1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W-F--		2				\$175.00		0.00			
24	WZZM	10/29/12	10/29/12	M-F 430-5pm Judge Judy	CM	430-5p	M-----	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$175.00		0.00			
25	WZZM	10/25/12	10/25/12	M-F 5-530pm Judge Judy	CM	5-530p	---T---	:30	1	\$285.00	P-1	0.00	NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1				\$285.00		0.00			
26	WZZM	10/30/12	10/30/12	M-F 5-530pm Judge Judy	CM	5-530p	-T-----	:30	1	\$285.00	P-1	0.00	NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1				\$285.00		0.00			
27	WZZM	10/24/12	10/26/12	M-F 530-6pm M-F News	CM	530-6p	--WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3				\$450.00		0.00			
28	WZZM	10/29/12	10/30/12	M-F 530-6pm M-F News	CM	530-6p	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$450.00		0.00			
29	WZZM	10/24/12	10/26/12	M-F 6-630p M-F News	CM	6-630p	--WTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3				\$900.00		0.00			
30	WZZM	10/29/12	10/30/12	M-F 6-630p M-F News	CM	6-630p	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$900.00		0.00			
31	WZZM	10/24/12	10/26/12	M-F 630-7p M-F ABC World News	CM	630-7p	--WTF--	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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31	WZZM	10/24/12	10/26/12	M-F 630-7p M-F ABC World News	CM	630-7p	--WTF--	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3				\$1,350.00		0.00			
32	WZZM	10/29/12	10/30/12	M-F 630-7p M-F ABC World News	CM	630-7p	MT-----	:30	2	\$1,350.00	P-2	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$1,350.00		0.00			
33	WZZM	10/24/12	10/26/12	M-F 7-730p M-F Entertainment To	CM	7-730p	--WTF--	:30	3	\$375.00	P-1	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3				\$375.00		0.00			
34	WZZM	10/29/12	10/30/12	M-F 7-730p M-F Entertainment To	CM	7-730p	MT-----	:30	2	\$375.00	P-1	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$375.00		0.00			
35	WZZM	10/29/12	10/29/12	Mon Prime C Mon 10-11p	CM	10-11p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$1,800.00		0.00			
36	WZZM	10/24/12	10/24/12	Wed Prime C Revenge	CM	10-11p	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		1				\$800.00		0.00			
37	WZZM	10/27/12	10/27/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6-8a	-----S-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$100.00		0.00			
38	WZZM	10/27/12	10/27/12	Sa 8-9a Sa Good Morning Amer	CM	8-9a	-----S-	:30	1	\$190.00	P-1	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$190.00		0.00			
39	WZZM	10/27/12	10/27/12	Sat Early News Sat Early News	CM	Sat Early News	-----S-	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$225.00		0.00			
40	WZZM	10/27/12	10/27/12	Sa 730-8p Healthy You	CM	730-8p	-----S-	:30	1	\$110.00	P-2	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$110.00		0.00			
41	WZZM	10/27/12	10/27/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:35 PM-12:05 XM)	-----S-	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$325.00		0.00			
42	WZZM	10/28/12	10/28/12	Su 8-9a Su Good Morning Amer	CM	8-9a	-----S	:30	1	\$190.00	P-1	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$190.00		0.00			
43	WZZM	10/28/12	10/28/12	Sun Early News Sun Early News	CM	Sun Early News	-----S	:30	1	\$725.00	P-2	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$725.00		0.00			
44	WZZM	10/28/12	10/28/12	Sun Early News Sun Early News	CM	Sun Early News (6:30 PM-7:00 PM)	-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$375.00		0.00			
													Totals	84	\$34,180.00